



**PH
YD**

**CONOSCI.
MIGLIORA.
DIVENTA.**

WHAT IS PHYD?

PHYD is a D-igital Place
PHYD will be a Phy-sical Place

Phyd is about «feed».
*(Phyd yourself, Phyd your career, Phyd your knowledge, Phyd your
brain,
Phyd your success, Phyd your growth).*

Phyd is ultimately a Phy-gital Project

WHY PHYD?

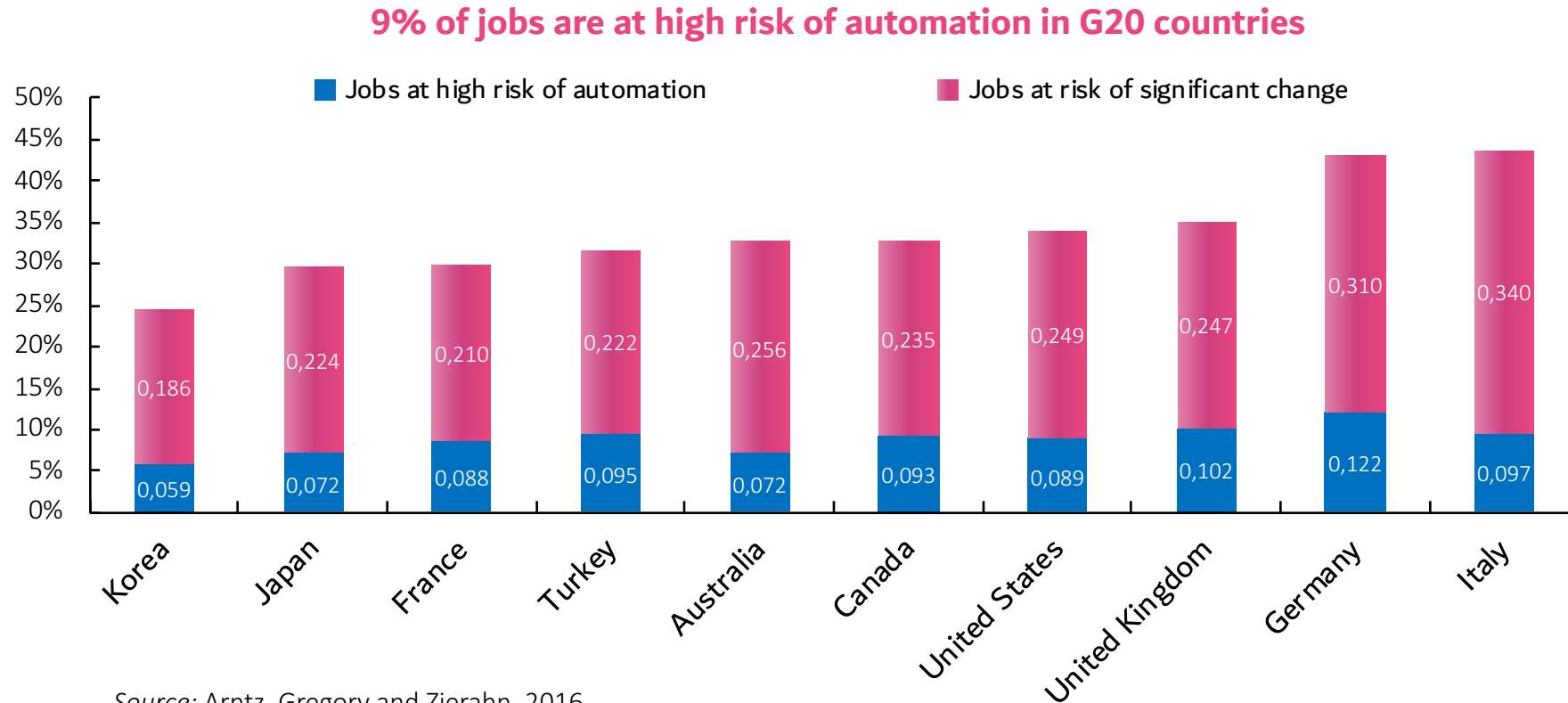
An aerial photograph of a desert landscape, likely in Saudi Arabia, featuring a large, vibrant green lake in the center. The surrounding terrain is arid and brown, with some smaller green patches and water bodies visible in the distance.

Skill shortage
and
Mismatch

A photograph of a person wearing a dark grey business suit, a white shirt, and a dark tie. A blue wireframe mesh is overlaid on the right side of the person's body, symbolizing digital technology or transformation. The background is a blurred blue-grey.

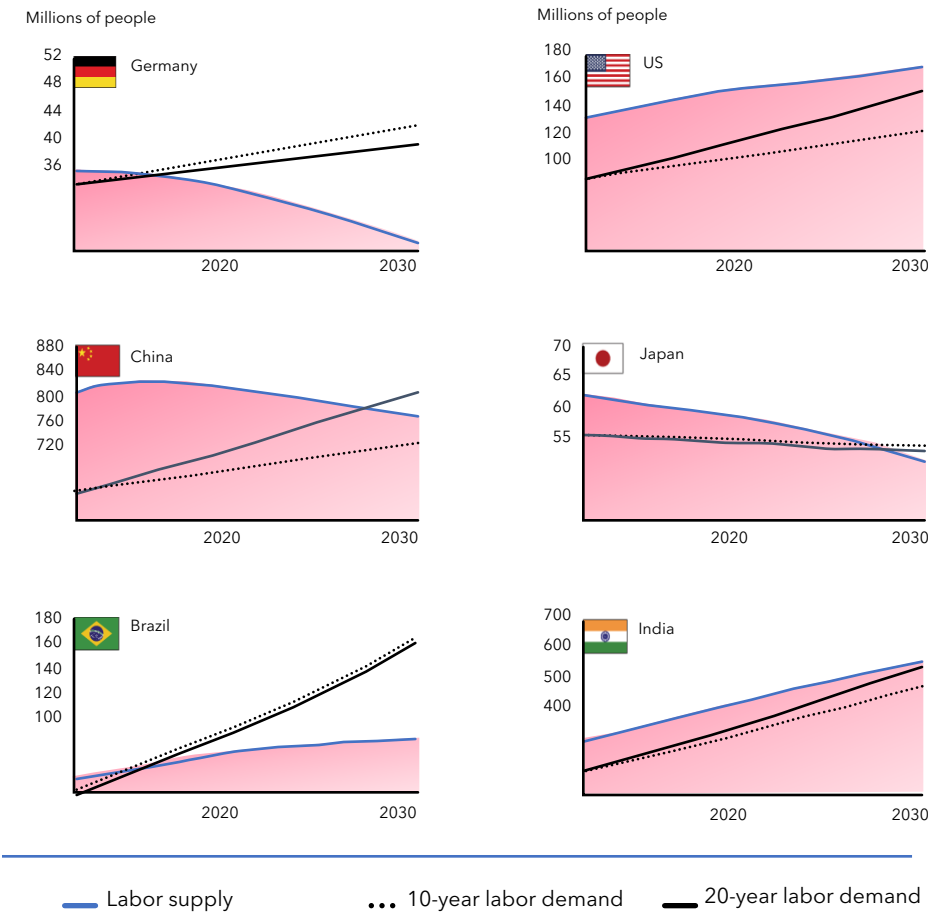
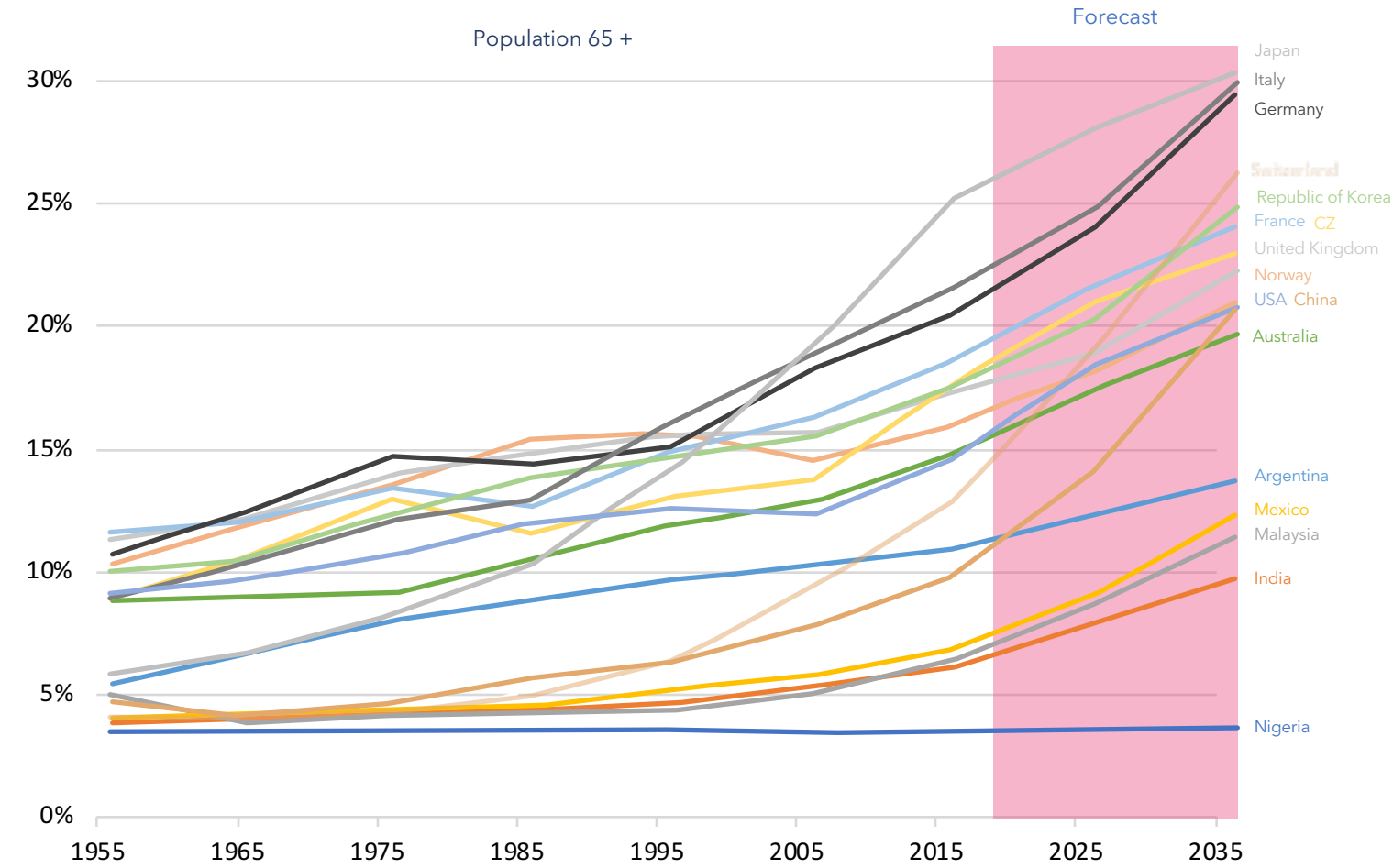
Digital
transformation
of business

Going forward, fears about massive technological unemployment may be exaggerated



However, many jobs are likely to experience significant change

Jobs will be there...



By 2035 younger generations predicted to halve

A rising paradigm shift

**From being employed
to being employable**

From Employment to Employability

The significant increase (+ 20%) of fixed-term jobs in the period 2007-2017 puts people in the face of the gradual transition from the problem of finding “a job for life” (employment), to the problem of finding and keeping a job, in a coherent professional path (employability).

The aim of PHYD is therefore to support people, by offering suggestions in their journey towards their academic and professional paths that they could follow, in order to increase their employability, relatively to each professional path they will choose to take during their lifetime. This professional paths that PHYD suggest, describes the labour market as it is, while the choices that each *phyder* will take, will represent the labour market as it could be. For this reason it has been tested an employability map.



Consciousness

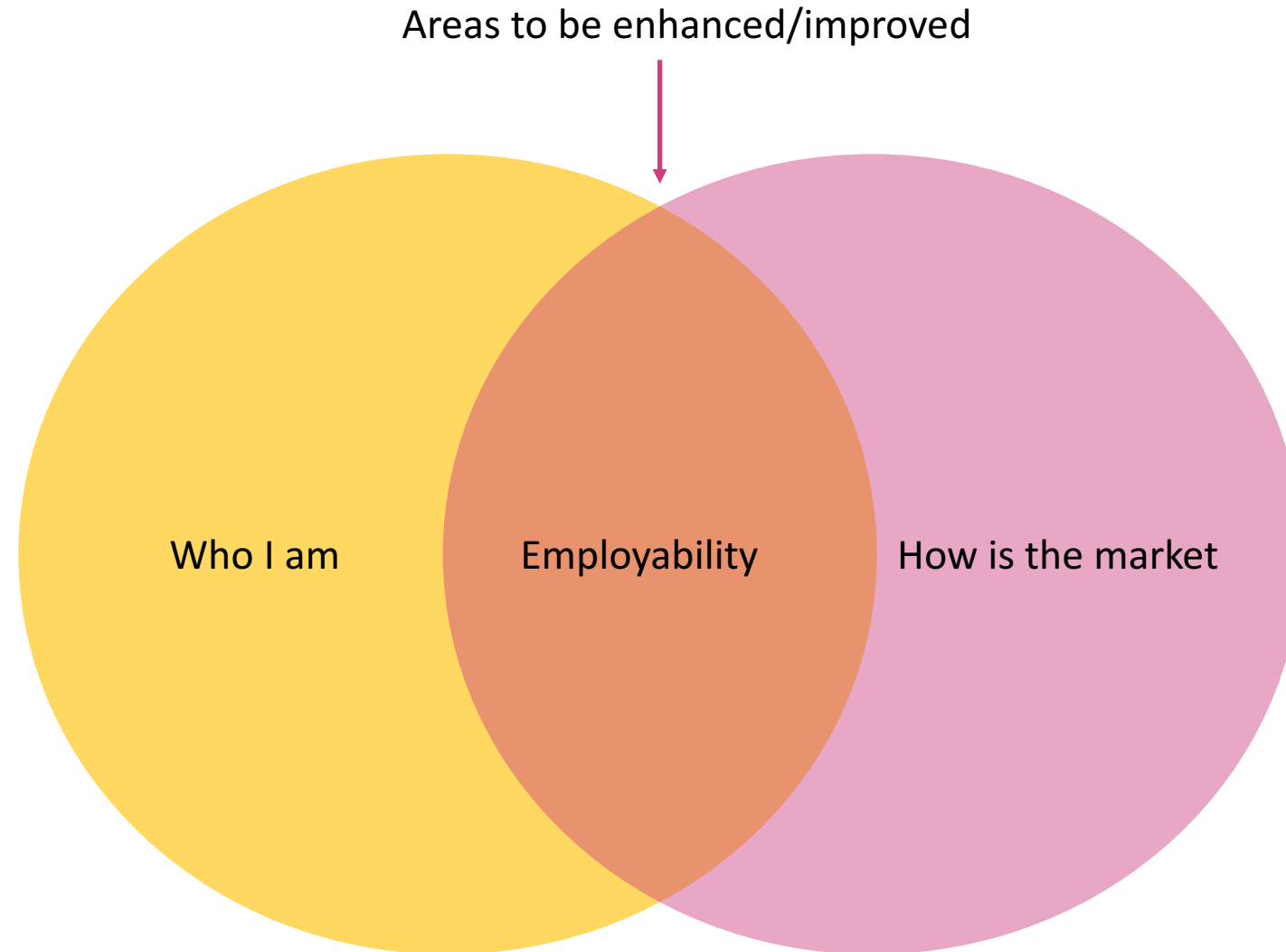
**Continuous
Learning**

Up-Skilling

Re-Skilling

EMPLOYABILITY

EMPLOYABILITY MODEL

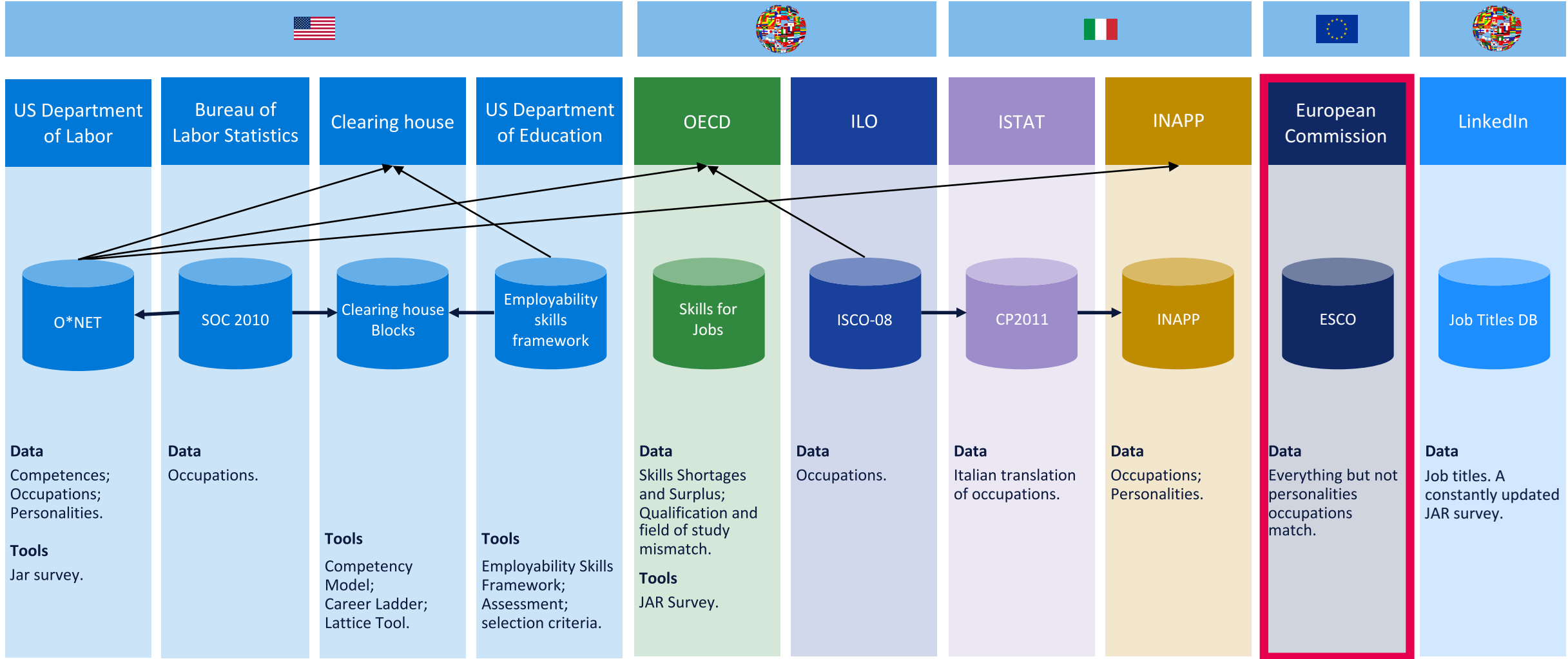


WHY ESCO

Institutions

Databases

Data available



Legend: Source

FIVE REASONS

1. It is European, and it aims to give a “common language on occupation and skills” (see: <https://ec.europa.eu/esco/portal/news>).
2. It is not based on JRA (job requirement approach) methodology, but on real information coming directly from big data sources such as job posting websites.
3. It is constantly updated (other DBs based on JRA require about three years for the processing of data and their release). This can help PHYD to **mitigate biases** regarding the recommendation process.
4. 26 languages.
5. API (Application Programming Interface) technology.

WHAT'S ABOUT OCCUPATIONS

First of all we have selected a target of professions that could interest our platform. Subsequently, following a careful analysis, the number of professions was reduced in order to eliminate some not related to our target and "coupling" others more distant from the target, for example using the less specific level.

Finally, we have replaced the 10 ISCO's sectors with 14 economic areas taking inspiration from ISTAT's classification, in order to make the user's understanding immediate.

```
graph TD; A[ESCO OCCUPATIONS (2492)] --> B[PHYD OCCUPATIONS (246)];
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**ESCO
OCCUPATIONS
(2492)**

**PHYD
OCCUPATIONS
(246)**

WHAT'S ABOUT SKILLS

Regarding the skills, the main problem was the too high number. Our aim was to obtain a maximum number of skills related to each profession of around 50 and most of professions did not respect this condition. As a first step, by a statistical analysis of the frequency, the skills with a very low occurrence were eliminated.

Secondly, we have divided the skills into 22 groups, maintaining the ESCO classification. To these groups, a type has been assigned between *hard*, *soft*, *ICT* and *language* skills, inherited in turn from the individual skills.



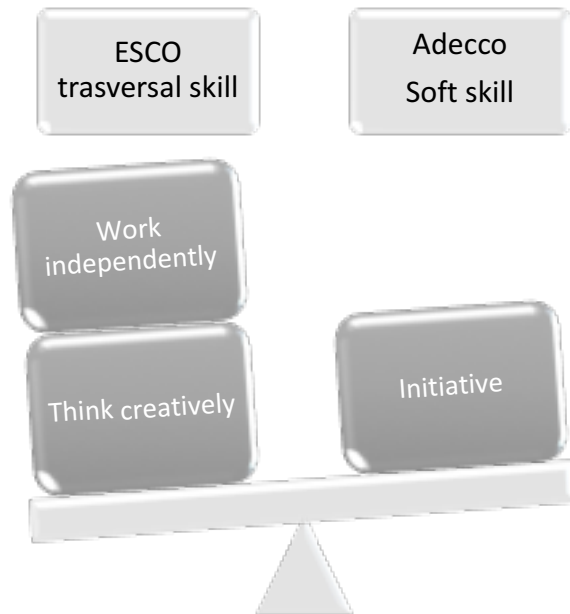
The diagram consists of two rectangular boxes, one above the other, both with a magenta border. The top box contains the text 'ESCO SKILLS (13.485)'. The bottom box contains the text 'PHYD SKILLS (1756)'. A large, hollow magenta triangle points downwards from the top box to the bottom box, indicating a reduction or transformation of the skill set.

**ESCO
SKILLS
(13.485)**

**PHYD
SKILLS
(1756)**

ADECCO FOR PHYD SOFT SKILLS MAPING

Among all the skills, analyzing the different types, we have selected the so-called "soft skills", which are very important in the job market today. Through a careful analysis, we carried out a mapping between the skills called by ESCO "transversal" with the soft skills of the Adecco's dictionary. Obviously, the correspondence was not necessarily univocal, but a Adecco's soft skill could be linked to more ESCO's soft skills and vice versa.

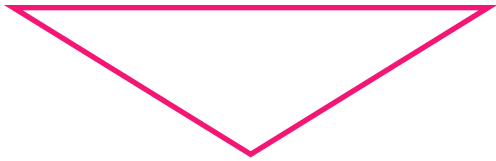


**ESCO
TRASVERSAL SKILLS
(44)**

**PHYD
SOFT SKILLS
(14)**

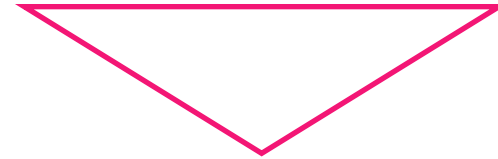
RESULTS

ESCO



**Form a matrix
composed
457.624 rows**

PHYD



**Form a matrix
composed
457.624 rows**

Thank you